



## **Charlton Advisory Board – fan representative**

### ***The role***

To work in collaboration with other Advisory Board members to offer counsel to the Charlton Athletic Board in achieving its vision, using current and historical contextual knowledge, critical thinking and analysis, within a context of sustainable governance.

To be accountable, with others, for protecting the heritage, history and legacy of Charlton Athletic.

To provide expertise and skill in shaping the club's fan engagement strategy, with the ambition of widening participation and providing opportunities for those who wish to have a voice to be heard.

To advise, guide and support the club's community development strategy with a view to achieving a more diverse fanbase that reflects the local demographic of Charlton Athletic.

To channel a passion for Charlton Athletic into energy, drive and commitment to contributing to the success of the club both on and off the pitch.

### ***Skills***

To always exemplify the club's commitment to EEDI (equality, equity, diversity and inclusion), leading by example.

To demonstrate the leadership qualities commensurate with the status of this position:

- the ability to work at a strategic level, assessing the big picture, whilst not losing sight of the detail
- the ability to listen, reflect and learn and transform the lessons into action
- the ability to be a clear communicator, articulating views and working with others to achieve a consensus
- the ability to navigate opposing views, resolve challenges and find solutions.

A willingness to learn about football governance and the financial controls under which the club is operating.

To be aware of, understand and adhere to the principles of corporate responsibility, the Board's code of conduct and always observe strict confidentiality.

It is essential that directly elected fans take up their role on the advisory board as representatives of fellow supporters rather than to voice personal opinions.

Some areas that might be explored at the advisory board include:

- Club business strategy, governance and finance
- Stadium renovation/strategy

- Club heritage eg colours, kit, crest and stadium ownership
- Sponsorship principles/core values
- Corporate social responsibility and community development
- Fan engagement strategy
- Equity, equality, diversity and inclusion
- Environmental sustainability plans
- Matchday experience and operational issues, including kick off times
- Ticketing pricing and distribution
- Safety and security
- Impact criteria to measure success.

Training and support to undertake the role effectively will be offered by the Football Supporters' Association.

To apply for the role as a directly elected fan, the applicant must be at least one of the following:

- 2024/25 Charlton Athletic men's first-team season ticket
- 2024/25 Charlton Athletic women's first-team season ticket
- More than 200 loyalty points
- Valley Gold membership
- 2024/25 annual CharltonTV subscription

The time commitment for this role is attendance at advisory board meetings four times a year plus additional time will be required to prepare for Board meetings by reading supporting papers, drafting input as well as taking part in conversations and meetings outside the Board, as required, in response to key issues that might emerge.

This is a voluntary role with no remuneration other than justifiable travel expenses occurred solely in the course of fulfilling Advisory Board duties or requirements.

Advisory Board members will sign and be expected to adhere to a Code of Conduct.